Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of processing product orders, via a network, to allow consumers to order products from a plurality of merchants from a web page comprising a consistent user interface, comprising the steps of:

retrieving a universal shopping cart;

searching a local database for information relating to a product prior to searching a plurality of at least one of: affiliated and unaffiliated websites for said information;

displaying said information from said plurality of at least one of: affiliated and unaffiliated websites within said web page comprising a consistent user interface;

receiving a product selection command from a consumer indicative of selecting a product;

adding said selected product to said universal shopping cart;

determining whether said selected product is from an affiliated web site;

transmitting an order for said selected product directly to an owner of said affiliated web site when said selected product is from said affiliated web site;

injecting a product order at ~~one of said plurality of at least one of affiliated and~~ an unaffiliated website ~~websites~~ when said selected product is from said unaffiliated web site ~~associated with said selected product in said universal shopping cart~~, wherein said product order is injected to an unaffiliated website according to pattern matching; and,

identifying a common accepted payment method from said plurality of merchants, wherein said common accepted payment method is displayed within said webpage.

2. (previously presented) The method of claim 1, wherein retrieving said universal shopping cart comprises determining whether an existing universal shopping cart is associated with the consumer; and creating a new universal shopping cart when no existing universal shopping cart is associated with the consumer.

Claim 3 (cancelled)

4. (previously presented) The method of claim 1, further comprising retrieving reputation information on the consumer from a reputation database and sending said reputation information to said merchant.